

**LOVE WHERE
YOU LIVE AND
GET INVOLVED**

**KEEP
BRITAIN
TIDY**





**UNLOVED AND UNCARED FOR PLACES
IMPACT ON THE HEALTH AND WELLBEING
OF EVERYONE – KEEP BRITAIN TIDY IS
WORKING WITH COMMUNITIES TO
IMPROVE THEIR LOCAL ENVIRONMENT**



Why should you get involved in Keep Britain Tidy?

The need for the work we carry out at Keep Britain Tidy has never been more urgent. The issues that drove the Women's Institute to start our original campaign are still relevant, but the ever-changing wider social and political context, both nationally and internationally, mean that we have a tougher and even more important job on our hands.

We recognise the critical relationship between local environmental quality and the health and wellbeing of children, families and communities and our research shows that the quality of the places where people live is by far the most important environmental issue for them. We believe that real lasting change is driven by real people and that's why Keep Britain Tidy focuses on inspiring local action within local communities.

For nearly 60 years we have been fighting for the right for everyone to live in a clean and tidy place, with high-quality parks, beaches and green spaces, whether they live in crowded urban environments or more open rural space. And we are building on a quarter of a century's campaigning to tackle waste by Waste Watch, which has recently joined Keep Britain Tidy. I am proud that we have built up and continue to deliver an impressive portfolio of programmes that meet the needs of the diversity of communities across the UK.

Our Eco-Schools programme inspires and educates more than six million children each year, the future generation leading the way on environmental issues. Our community campaigns and programmes involve hundreds of thousands of volunteers, each one passionate about their local environment and the impact this has on the global environment. Our professional network trains, develops and shares innovative practice in more than 80 local authorities. But there is still so much more we need to do.

That's why we continue to support and challenge local, national and international governments to make the changes required to enable communities to love where they live and why we continue to work with commercial organisations helping them to do all they can to be litter-free and to waste less, enabling everyone to live healthier, more sustainable lives.

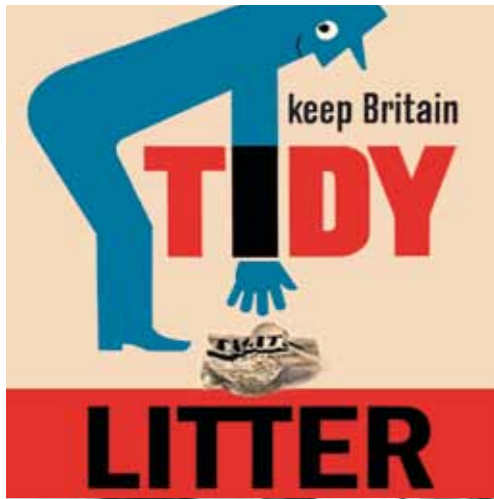
Read on, I am confident that you will be pleasantly surprised by the diversity and quality of our programmes and campaigns and that you will be inspired to play your part in creating a world where people understand and actively care for the environment and each other.

Phil Barton, Chief Executive

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Nearly 60 years of campaigning for change

In 1954, the Women's Institute founded Keep Britain Tidy as there was a national concern about the growing amount of litter throughout Britain.

While litter issues remain relevant and central to all we do, Keep Britain Tidy has evolved and we now know we need to focus on whole systems if we are to achieve our mission to be litter-free, to waste less and to live more.

The western world's behaviours around consumerism could not have been imagined in 1954 and neither could the associated impact and challenges this consumption brings to us all.

All of our work contributes to us achieving our vision of a world where people understand and actively care for their environment and each other. To continue to achieve real change we need to galvanise local action that drives wider change. To do that we need your support. Help us to ensure more people can love where they live by sharing your time, skills, resources, money and by taking action.



1954

Led by its chair Lady Elisabeth Brunner, The National Federation of Women's Institutes passes a resolution to 'Keep Britain Tidy'.

1958

For the first time, The Litter Act puts in place an overall law with fines of £10 for people dropping litter.

1960

Keep Britain Tidy registers as a charity.

1969

The iconic tidyman logo begins to appear on bins and packaging.



The 1970s

Intensive, high-profile, national campaigning, including all the popular faces of the day, has a huge impact on attitudes and behaviours towards littering.

1987

Waste Watch is launched. Back then, it aimed to get the UK to reduce, reuse and recycle its waste.



The Blue Flag Award launches across England, with awards given to 12 beaches.



1994

Eco-Schools launches in England with the first schools trialling the programme.



1997

The Green Flag Award launches in England with awards made to seven parks.



2000

Waste Watch campaigning results in establishment of Government backed waste reduction programme.

2008

The Big Tidy Up launches.

2010

More than 2.5 million pieces of litter are dropped every day.

2011

The Green Flag Award receives a record number of applications with almost 1,300 parks receiving awards.

Bill for local authority street cleansing in England tops £885million.

2012

79 beaches receive the Blue Flag award across England.

The 17,000th school joins Eco-Schools, 70% of the schools in England are now involved.

1951

UK population stands at 41 million.

1957

The sandwich bag is invented. This is the first true plastic bag.

1974

The beginning of 'The fast food industry' with McDonald's opening its first UK outlet in the London Borough of Woolwich.

1977

The plastic grocery bag is introduced to the supermarket industry as an alternative to paper bags.

1990

Environmental Protection Act defines standards of street cleanliness for the first time.

1992

Rio Earth Summit identifies need for local action on sustainable development – 'Agenda 21'.

1998

The beginning of 'coffee culture'. Starbucks opens its first UK store in Manchester, England.

2005

Clean Neighbourhoods and Environment Act tightens the definition of littering and introduces fixed penalty notices nationwide.

2011

UK population has risen to 62.3 million. That is an increase of approx 33% over 60 years.



We can all love where we live

Love Where You Live is a national campaign that drives individuals and organisations to take action and change their behaviour to benefit their local and global environment. Love Where You Live has been developed in response to demands that the country needs a single, unified campaign focused on improving local environments.

Through Love Where You Live, we are encouraging a sense of civic pride across communities, tapping into a desire not only to live in clean and attractive places but also to actively contribute to transforming, enhancing and maintaining those spaces.

Love Where You Live is built on principles that include encouraging personal responsibility and positive action. It encourages individuals and organisations to work in partnership within neighbourhoods to reduce litter, raise awareness and educate others around wider environmental and sustainability issues. Love Where You Live's principles also encourage businesses and organisations to make it easy for people to care for where they live and calls on everyone to become an active ambassador for clean, green spaces across the country.

Anyone can get involved with Love Where You Live, whether you're a multinational corporation or a scout group, a local authority or a small business. To find out how you or your organisation can support or sponsor the campaign locally or nationally go to www.lovewhereyoulive.org



A BEAUTIFUL, CLEAN BEACH
WITH EXCELLENT WATER
QUALITY IS THE STANDARD
OF THE BLUE FLAG AWARD



Flying the flag for our coastal areas

The Blue Flag Award is the international quality mark for beaches. You can support British beaches by getting involved with this prestigious award scheme.

At a time when more people are choosing to holiday at home, the increasing number of visitors enjoying our delightful and dramatic coastline has highlighted the demand for and importance of developing and maintaining clean, attractive and well-managed beaches.

The Blue Flag Award is well-established and well-regarded by communities, individuals and businesses and recognised by them as an asset and a mark of quality that sets their beaches apart.

Supporting the Blue Flags are the Quality Coast Awards, which offer public reassurance as to the quality of management of beaches that cannot meet the highest European standard for water quality, but which are, none the less, clean, safe and welcoming.

More than 170 flags are awarded to high-quality beaches all around England's coastline every year. You can get involved by becoming a volunteer assessor, organising local volunteer events, making a donation or sponsoring the programme locally or nationally.



HIGH-QUALITY PARKS AND GREEN SPACES ARE VITAL FOR A COMMUNITY'S HEALTH, HAPPINESS AND LOCAL PRIDE



Flying the flag for our green spaces

The Green Flag Award helps instil a sense of pride in the spaces that provide a valuable 'green lung' in our towns and cities and accessible facilities across the country.

Everyone, no matter where they live, should be entitled to high-quality, local green spaces. These spaces are important for health, safety and the wellbeing of communities and Keep Britain Tidy is striving to ensure that everyone has access and anyone can get involved. They are particularly important for families, children's play and for the elderly.

The vital importance of quality green space and the value of the Green Flag are summed up quite beautifully in this comment from a Cheshire councillor.

"I know that many residents treasure their local park, green space or nature reserve and we're very proud that seven sites have been recognised with the Green Flag Award.

"Well-managed and high-quality green areas are one of the things that people feel a direct benefit of in terms of what their council tax pays for and which they are able to enjoy all year round. Even a short walk round Brereton Health Local Nature Reserve [recipient of a Green Flag Award for 2012/13] for example, can lift the spirits and improve wellbeing – even on a rainy day."

A team of more than 800 volunteer judges, many of whom are parks professionals, help ensure the high standards of the Green Flag Award are maintained. They bring a wealth of experience to the scheme and offer fantastic support and advice to applicants.

Communities are always looking for additional support to transform their green spaces, particularly in urban areas. You can support the Green Flag Award scheme by sponsoring an area or by volunteering and getting involved with a local group as they transform their community and its residents' lives.



HEALTHY EATING IS NOT JUST ABOUT WHAT'S GOOD FOR US. WHAT'S GOOD FOR US IS ALSO GOOD FOR THE PLANET TOO

KEEP
BRITAIN
TIDY



Improving the quality of our lives

Wasting less and living more is all about rethinking how we live our lives in ways that reduce our environmental impact while improving the health and happiness of ourselves and each other.

What is good for the environment is good for us. Waste Watch works in partnership with other organisations through five work programmes.

- > Our work on the **transformation of organisations' values and goals** aims to enable schools, local authorities, businesses and the third sector to adopt social and environmental values, practices and actions at the heart of their culture, goals, products and services.
- > Through our **better food for all** programme of work, we aim to create a fair food system for all; one that enables people to have a diet that is good for our health, society and the planet.
- > **Our Common Place** aims to enable geographical communities to have pride in the place where they live through engagement and activity while, at the same time, helping them to understand that they are part of a global community and that their actions can have impacts far beyond their local area. This underpins strong social and environmental wellbeing.
- > Sharing is something we are all encouraged to do as children but our **sharing** work programme aims to understand and promote the social and environmental benefits of sharing across communities, schools and businesses.
- > If we are to make the long-term changes that society and the environment requires, our work on **revaluing childhood and adolescence** has a vital role to play. It aims to enable society to support the development of children and young people as healthy, happy citizens that value society and the environment. To find out more about how you can support Waste Watch go to our website www.wastewatch.org.uk



OUR COMMON PLACE BRINGS RESIDENTS TOGETHER TO PROVIDE THEM WITH THE SKILLS THEY NEED TO MAKE A LASTING DIFFERENCE TO THEIR HOMES, COMMUNITIES AND LIVES



Reduce, reuse, recycle

Rather than working on recycling in isolation, we work alongside other community development initiatives, addressing recycling issues where and when appropriate. We are currently engaging with residents living in large blocks of flats across 16 communities in London. The design and delivery of each programme is led by the ideas and enthusiasm of local residents who know what will work in their communities. Initiatives taking place range from sewing classes to swap shops, from skills-sharing to 'help your neighbour' recycle campaigns.

Through the training and experiences residents receive as active participants in the project, Our Common Place is also building the capacity of communities. We ensure that the initiatives we catalyse are sustained beyond our intervention by designing and delivering them with residents. Their insight and enthusiasm means we come up with solutions that work for them and that they are motivated to sustain.

Our Common Place makes a measurable and tangible difference on local, social and environmental issues including wellbeing, recycling and local environmental quality. We want to see Our Common Place working for all communities and to scale up we need your support. You can sponsor a community or help us to train up new community champions to build a national legacy of sustainability.



**THROUGH THE ECO-SCHOOLS PROGRAMME
CHILDREN AND TEACHERS ARE LEARNING
TO BECOME MORE SUSTAINABLE
IN AND OUT OF THE CLASSROOM**



Changing hearts and minds through education

Our Eco-Schools programme runs in 17,000 schools and reaches six million children. This gives us the largest sustainable schools programme in Europe, not just the country.

The programme impacts on individual children's understanding and achievement, the school's wider success and has a profound community impact both inside and outside the school.

- > St Edward's CE Primary School in Rochdale has felt the effect for themselves.
- > Since embracing the Eco-Schools programme, school attendance has improved from 92.1% in 2005 to 96.6% in 2011. They also had 12 children with 72% attendance who now have 98%.
- > The school has witnessed a significant improvement in its attainment levels following the adoption of the Eco-Schools programme. In 2005 literacy was at 70%, by 2011 it had risen to 84%. Numeracy was also at 70% and had risen to 82% by 2011. Literacy achievement increased especially for boys through the development of the school's outdoor learning environment.

St Edward's has taken the Eco-Schools programme and developed it to the extent that the children now look after free-roaming micro-pigs, donkeys and goats, as well as tending the school allotment and monitoring the school's eco-station.

The impact of this is summed up by a story from headteacher Lynne: "One pupil came from a very difficult home life and was given responsibility to care for the school's two donkeys. The girl was hesitant at first caring for them, she was a shy girl, but now she loves it. It's so nice to see her interacting with the donkeys and cuddling them, it's just lovely. We've witnessed a marked improvement in her confidence and self-esteem too since she's been working with the donkeys."

You can be part of ensuring we teach the next generation all they need to know about how to look after the environment by supporting our programme. To find out more go to www.eco-schools.org.uk



**CREATING BETTER RIVERSIDE ENVIRONMENTS,
RIVERCARE ENABLES THE COMMUNITY
TO TAKE ACTION TO TACKLE THE
ISSUES THAT IMPACT ON OUR WATERWAYS**



Supporting local people

RiverCare is an exciting partnership project currently running in the Anglian Water region that aims to tackle local environmental quality and related anti-social behaviour issues around our waterways.

RiverCare works with a variety of groups and organisations in order to meet this aim. In particular, local communities are engaged and given the support they need to take an active role in improving their local riverside environments and reclaiming them as vibrant green spaces.

River corridors are key recreational areas and valuable habitats. The water quality of the rivers in the Anglian Water region is the best it's been for generations. Biodiversity is thriving and key species, such as the otter, are making a great comeback after years of decline.

However, litter and rubbish is all too often dumped along our rivers. This presents a very real danger to wildlife (through suffocation or infection for example). Importantly, it also creates a less welcoming environment and many affected waterside environments also suffer from anti-social behaviour and become 'no-go areas' for local people rather than an asset to be enjoyed.

RiverCare supports communities to set up active volunteer groups to address these issues. RiverCare groups take on clean-up tasks themselves and become a hub of local networking for other organisations to work with.

The project works with communities in more than 30 locations around the region, from North Lincolnshire to the Essex estuaries.

We are keen to grow this inspirational scheme so that we have even more impact across the country. Your support could help us build a sense of ownership and civic pride around our rivers and waterways and transform them into more welcoming, accessible environments.



Our adoption service

Building on the success of RiverCare and our work in communities to improve local environments, we are now supporting people across the country to adopt their local river, canal or beach.

In Cornwall and on the Fylde Coast in Lancashire, litter-picking, beach surveys and local campaigns have taken place under the BeachCare banner, facilitated by our project officers and with the co-operation and support of local authorities, businesses and residents.

When communities take action, the outcomes can be both interesting and innovative. What was once unsightly litter on a beach can become a useful resource for the community. More than 350 body boards left on Cornwall's beaches in 2010 were turned into under-floor cushioning for a local theatre and dance company – a fantastic example of reducing waste!

In the Black Country we are supporting work to improve local rivers and canals, bringing together residents to take practical action alongside Severn Trent Water, The Canals and River Trust and the Environment Agency.

Our coastal work is supported by South West Water, United Utilities and the Environment Agency.

We are looking for more partners to support more communities to adopt their local beaches.



**RESPONSIBILITY STARTS
AT OUR OWN FRONT DOOR**



Keep Britain Tidy > Love Where You Live and get involved

Taking action

The Big Tidy Up can bring communities together in a way that bridges the gap between different generations and different cultures. It enables people to come together to take action that can transform their local environment and can act as a catalyst for change. The simple act of picking up litter as an organised group – organised by members of the community themselves – can lead to wider engagement and bigger projects that allow the residents of an area to take ownership of their shared spaces.

Since the Big Tidy Up was launched by Keep Britain Tidy in 2008, more than 22,500 groups have registered and, between them, they have collected almost 100,000 bags of rubbish.

But it is not just schools and community groups that do litter picks, business are also active supporters when it comes to the Big Tidy Up. For some businesses, organising Big Tidy Ups is a successful part of their employee engagement activity, promoting to staff the importance of being part of the community in which they work, while at the same time showing the rest of the world that they actively care for the environment.

If you would like to get involved with The Big Tidy Up we would love to hear from you. www.thebigtidyup.org



**OUR NETWORK BRINGS
ORGANISATIONS TOGETHER
THAT MAKE A REAL DIFFERENCE**



Sharing expertise and raising standards across the sectors

The Keep Britain Tidy Network brings together organisations with a common purpose to make places better through sharing knowledge and experiences, by offering them a wide range of opportunities and forums to enable them to work collaboratively to find solutions and make a difference.

As part of the programme, members are able to participate in events, online lunch-time debates, showcase events and our prestigious annual Conference and Network Awards. Combining expertise, learning and skills development, sharing innovation and best practice, the KBT Network is beneficial to all its individuals and businesses alike.

Network interest groups include Campaigns, Environmental Management Solutions, Legal and Enforcement, Community Engagement, Sustainable Living, Strategic Management and Working with Elected Members – all have a dedicated expert lead, and all run specific learning events across a range of mediums to meet expectations within resources.

Less burden on waste collection services, costs of litter clean up, perceptions of voters and businesses are all issues addressed within the network.

In addition, the KBT Network offers a comprehensive range of professional training for members and aspiring members. To find out more email training@keepbritaintidy.org

It's easy to get involved...

Give Money

Keep Britain Tidy is a charity and, like all other charities, if we are to continue doing the vital work we have shown you in this book, we need to raise funds. Whether you are a multinational corporation or an individual, there are ways in which you can support us financially. If you are a business you could sponsor one of our programmes or help us develop a new programme or campaign that will change behaviour or transform communities for the better. We are always keen to work with new partners who share our aims and see the value in all the work that we do. If you are an individual, you can make a donation through our **JustGiving** page at www.justgiving.com/keepbritaintidy where you can also raise money for us.

Give Time

Thousands of people support the work of Keep Britain Tidy, whether they organise a Big Tidy Up, help with the judging of our Green Flag Awards or help us with our Eco-Schools award assessments. Thousands more take part in tidy-ups and join our BeachCare and RiverCare activities. If you have only an hour to spare or can commit to more regular activity, there is always something you can do to support Keep Britain Tidy's work. There are plenty of ways to get involved and this book will hopefully have given you some ideas but if you need more inspiration, visit the **Keep Britain Tidy website** at www.keepbritaintidy.org

Sign Up

The more people that support Keep Britain Tidy and the work we do through our programmes and campaigns, the bigger the difference we can make to the world we live in, and to our health and happiness. You can become a supporter of Keep Britain Tidy or join our Love Where You Live campaign and show that the issues about which we care and the changes that we want to see are things you care about too. If you like the work we do, please support us – together we can make a big difference.

Take Action

If we all learnt to be litter-free, to waste less and to live more, it would make a difference to both people and the planet on which we all live. If you do nothing more than take responsibility for your own behaviour, pick up the odd piece of litter and make sure you recycle everything that is recyclable, you will be taking small actions that, collectively, can make a big difference. However, if you think you would like to do more, this book should give you plenty of ideas on how you can help. Maybe your child's school is not yet an Eco-School? Maybe your local river is in need of some RiverCare? Whatever you decide to do, Keep Britain Tidy appreciates your decision to help us realise our vision for a world where people understand and actively care for the environment and each other.



Get involved
www.keepbritaintidy.org



PEOPLE THROUGHOUT THE COUNTRY HELPED SHOW THE WORLD THAT THEY CARED ABOUT THEIR LOCAL ENVIRONMENT BY TAKING PART IN THE TORCH RELAY TIDY-UP

KEEP
BRITAIN
TIDY



Clearing the path for Team GB – The Torch Relay

In summer 2012, the eyes of the world turned to England as the Torch Relay arrived at the Olympic Park to herald the start of the London Games.

Keep Britain Tidy, with the support of a corporate partner, issued a call to action ahead of the Games. We called on everyone to help make our beautiful country a sight for sore eyes, not an eyesore and used the Torch Relay, which went within ten miles of more than 95% of the population, to galvanise support.

We asked individuals, communities and organisations to get out and tidy up their area ahead of the torch's arrival in their part of the world and they did, in their thousands. From Brownie troops to businesses, schools to local authorities, groups up and down the country did their bit to 'Show the World' they love where they lived.

To give schools an added incentive, we offered a special Olympic Flame tree to any school that took part and reported back to us on their efforts. The tree will give them a lasting reminder of the part they played in getting the country ready for the Olympics.

Lin Waring, a local volunteer, said:

"TAKING PART IN THE TORCH RELAY TIDY-UP GAVE US A REAL SENSE OF ACHIEVEMENT. WE HAD 25 VOLUNTEERS, INCLUDING LOCAL COUNCILLORS AND THE COMMUNITY COLLEGE, WHO ALL HELPED CLEAR 29 BAGS OF LITTER BEFORE THE TORCH ARRIVED. IT WAS FANTASTIC TO SEE THE COMMUNITY WORK TOGETHER TO ENSURE WE KEPT THE PLACE WE LIVE CLEAN AND TIDY."



**WORKING TOGETHER...
THE PARTNERSHIP BETWEEN
KEEP BRITAIN TIDY, ANGLIAN
WATER AND THE ENVIRONMENT
AGENCY IS MAKING A REAL
DIFFERENCE THROUGH RIVERCARE**



anglianwater

Making a difference with Anglian Water

Anglian Water wanted to help its customers understand the links between the water they drink, cook and wash with and the water in our rivers and wetlands. We all share this precious resource with the wildlife and wild places that help define the region and make it such a fantastic place to live and work.

RiverCare is a way to help people make that link while caring for their local waterways and rivers.

We support a network of more than 800 volunteers who ‘adopt’ and improve their local waterways, clearing up litter and fly-tipped rubbish, carrying out wildlife surveys and improving habitats to create green spaces the whole community can enjoy.

Last year RiverCare volunteers ran 248 clean-up and conservation events, putting in more than 18,000 hours to keep their local rivers healthy.

One volunteer said:

“THROUGH THE RIVERCARE SCHEME, COMMUNITIES HAVE BECOME MUCH MORE AWARE. OUR MEMBERS HAVE SHOWN AMAZING ENTHUSIASM FOR IMPROVING THEIR NEIGHBOURHOODS AND LOCAL RESIDENTS ARE REALLY PLEASED WITH THE RESULTS. AREAS WE’VE CLEANED UP ARE NOW USED MORE BY FAMILIES INSTEAD OF JUST DOGS.”



Educating schools on green spaces with Homebase

In 2010 Homebase launched a partnership with Keep Britain Tidy to support the Eco-Schools programme.

Since then, the chain of home and garden superstores has been helping schools to improve their school grounds and learn about healthy living – encouraging children and teachers to use outside space to grow their own fruit and vegetables.

Through the partnership, colleagues can apply for two paid days to support activity in their local community and the Eco-Schools programme is Homebase's flagship volunteering initiative.

To date more than 60 stores have been linked with a local primary Eco-School and this will be rolled out nationally across every Homebase store by 2013.

Sarah Pugh, Hatch Warren Junior School, said:

"THE HOMEBASE PROJECT HAS BEEN A FANTASTIC WAY TO ENGAGE WITH THE CHILDREN TEACHING THEM ABOUT HEALTHY LIVING. THE CHILDREN ARE ALL REALLY EXCITED AND EXTREMELY POSITIVE THAT THEY'VE BEEN ABLE TO HELP MAKE A DIFFERENCE TO THE SCHOOL BY IMPROVING SUSTAINABILITY."



HOMEBASE STAFF ARE GIVING THEIR TIME TO HELP CHILDREN LEARN ABOUT GROWING FRUIT AND VEGETABLES THROUGH THE COMPANY'S VOLUNTEERING PROGRAMME





BUILDING RELATIONSHIPS WITH COMMUNITIES PLAYS AN IMPORTANT ROLE IN CO-ORDINATING RESOURCES TO TAKE ACTION TO TACKLE LITTER AND GRAFFITI



Community engagement with Network Rail

Network Rail is an active ambassador for the Love Where You Live campaign. The company currently works in partnership with nearly 90 community groups throughout Britain, clearing litter and creating gardens, heritage and wildlife areas on unused railway land.

Staff at Network Rail work very closely with local groups, residents, communities and train-operating companies to educate and raise awareness around all anti-social behaviour linked to railway infrastructure. The community schemes enable voluntary groups to look after disused areas of Network Rail land by removing litter and tackling graffiti.

Network Rail also takes part in their own Big Clean-Up Weeks across England to spruce up local railways – remarkably, the first event saw volunteers remove a staggering 600 tonnes of rubbish. As part of their commitment to Love Where You Live, Network Rail also invested money to improve the appearance of railways around Olympic hotspots.

“WE ARE PROUD TO BE A STRONG AMBASSADOR FOR LOVE WHERE YOU LIVE AND FEEL WE HAVE MADE EXCELLENT PROGRESS IN WORKING WITH COMMUNITY GROUPS TO IMPROVE OUR ENVIRONMENT. OUR BIG CLEAN-UP EVENTS SHOW JUST HOW MUCH NETWORK RAIL STAFF ARE COMMITTED TO SUPPORTING THE CAMPAIGN AND WE WILL CONTINUE PROMOTING LOVE WHERE YOU LIVE TO OUR STAKEHOLDERS.”

Love Where You Live – get involved

We hope that you have enjoyed our introduction to Keep Britain Tidy, our view of the world and our programmes.

**Your help and support
is appreciated...**
www.keepbritaintidy.org



www.facebook.com/KeepBritainTidy



www.twitter.com/KeepBritainTidy



www.justgiving.com/KeepBritainTidy



**THE NEXT GENERATION
HAVE A CHANCE TO
LOVE WHERE THEY LIVE...**





**TO ACHIEVE REAL CHANGE WE
NEED TO GALVANISE LOCAL
ACTION AND DRIVE WIDER CHANGE**



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